



# **MARKETING & SALES FUNNEL: INCREASE TRAFFIC + BOOST RESULTS**

Training Notes and Checklists

## Marketing strategy

An effective marketing strategy flows directly from a well understood marketing framework.

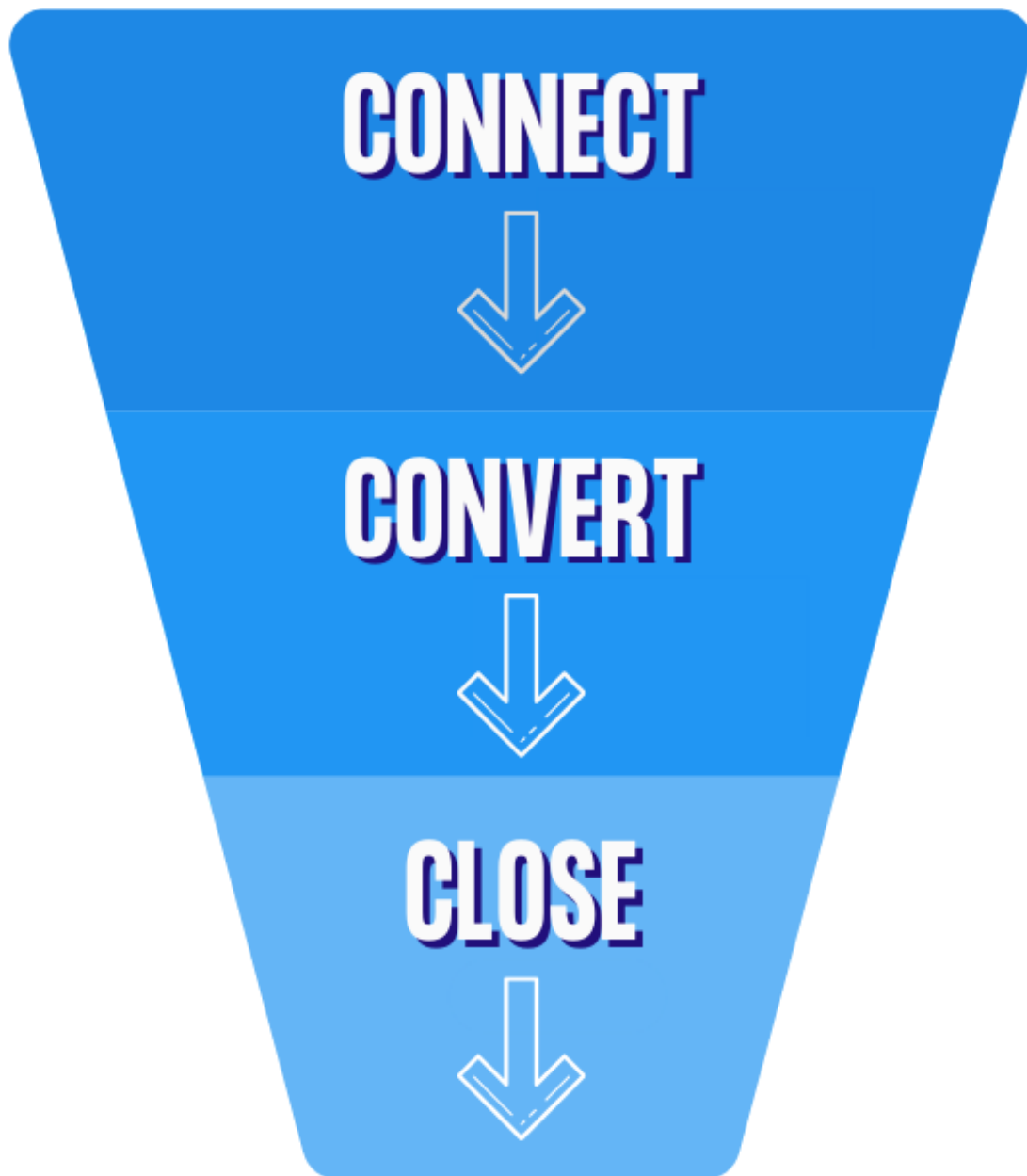
Many nonprofit leaders create individual marketing efforts without a holistic understanding of where those individual efforts fall in their overall marketing framework.

This is *where the marketing funnel comes in*. The marketing funnel tells you:

- What marketing efforts to use
- When to use them
- How to make marketing efforts work together successfully.



## THE MARKETING FUNNEL



## CONNECT

In the connect phase of the marketing funnel, people who have never heard of your organization are connecting with you for the first time.

Other names for this type of marketing are inbound marketing (inbound to your website) and traffic generation marketing.

To connect effectively with your audience you **MUST** do 3 things:

- **Go to them.** (Never expect them to find you.)
- Meet a deeply felt need.
- Invite them back with you.

## PLACES YOUR ORGANIZATION CAN CONNECT

Connecting new people with your organization requires that you meet them in places they are already frequenting.

You can find your target audience through channels like the following:

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**Google Ads**

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**Quora**

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**Facebook Ads**

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**Forums**

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**Word Of Mouth**

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**Twitter**

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**Directories**

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**Blog Content**

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**Youtube**

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**Search Engines**

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**Reddit**

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**Google Maps**

## CONVERT:

A new visitor is "converted" when they have been convinced to take a specific action (usually by joining an email list).

This is also known as conversion marketing or lead generation marketing.

The bad news is nobody wants to join the email list or make a donation. People want their needs met.

To convert your new visitors, you have to meet a greater need than whatever you ask for in return.

**Your nonprofit's success will be measured in the quantity of deeply felt needs you meet.**

## CONVERT EXAMPLE:



*The only question The Salvation Army asks people is how they can help. They focus on meeting needs and in return their needs get met.*

When people see how deeply you care for them, they will sign up for just about anything.

## CONVERT CHECKLIST

- ☐ **Value:** Always provide more value than you ask for in return.
- ☐ **Focus:** Focus your attention on meeting the needs of others more than meeting your own. What do they need?
- ☐ **Target Audience:** Study your target audience. Get to know them inside and out. Who are they? What do they love? What is their greatest source of pain?
- ☐ **Feedback:** Always provide your target audience what **THEY** want & need - not what **YOU THINK** they want & need. Always collect feedback.
- ☐ **Exchange:** If you are asking a visitor to sign up for something, provide them more value in return - **INSTANTLY!** This could be a free download, booking a meeting, access to a digital course or other online content.

## CLOSE:

It's time to close the sale or get the donation.

Once people are providing you with their contact information, you need to do the following:

- Lay out your follow up and sales strategy.
- Contact your new 'convert'.
  - Make sure they received their download, gift, etc.
  - Ask for more information about why they signed up (Get feedback about their deeper pain points).
  - Offer to resolve the pain with your products/services.